

# CLUB BENSON & HEDGES TALLY

Market: Tampa, FL						
Date	Venue	Estimated Attendance	Surveys	Samples Distributed	Direct Mail Pieces/Cook-books	Comments
2/3/95	Florida State Fair	348	306	533	12	
2/4/95	Florida State Fair	561	503	819	28	Closed at 7:00 pm due to cold weather/rain.
2/5/95	Florida State Fair	1,047	1,002	1,910	39	
2/6/95	Florida State Fair	Closed	Closed	Closed	Closed	Children's day at the Fair. Closed
2/7/95	Florida State Fair	392	276	337	16	Rain/Cold in evening caused low turnout.
2/8/95	Florida State Fair	282	248	305	19	Closed at 6:30 pm due to inclement weather.
2/9/95	Florida State Fair	362	331	384	12	
2/10/95	Florida State Fair	875	674	880	88	
2/11/95	Florida State Fair	1,300	1,008	1,251	66	
2/12/95	Florida State Fair	1,100	902	1,057	42	
2/13/95	Florida State Fair	425	367	404	29	Closed at 7:00 pm due to rain.
2/14/95	Florida State Fair	340	303	322	22	Closed at 8:00 pm due to rain.
2/15/95	Florida State Fair	625	588	612	23	
2/16/95	Florida State Fair	345	311	344	21	
2/17/95	Florida State Fair	375	338	363	11	
2/18/95	Florida State Fair	650	611	673	14	
2/19/95	Florida State Fair	725	683	721	17	
2/20/95						No Event Scheduled
2/21/95						No Event Scheduled

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\*\*\* TOTAL PAGE.003 \*\*\*

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Date	Venue	Estimated Attendance	Surveys	Samples Distributed	Direct Mail Pieces/Cook-books	Comments
2/22/95						No Event Scheduled
2/23/95						No Event Scheduled
2/24/95	Ybor City	150	142	177	n/a	"No alcohol" kept some from attending area.
2/25/95	Ybor City	125	103	143	n/a	People were confused/just another club.
2/26/95						
2/27/95						
2/28/95						
Totals to date		10,027	8,696	11,235	459	

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